

1 IN THE CLAIMS

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3 Please cancel claim 47.

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5 Please amend the pending claims 3, 9 and 41 as follows:  
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7 --3. (Amended) A method for providing an enhanced computer based  
8 advertising system, wherein said method comprises the steps of:

9 an advertiser placing an advertisement;

10 storing said advertisement;

11 publishing said advertisement;

12 receiving a first voice connection from a user via the

13 Internet in response to said advertisement;

14 initiating a second voice connection with said advertiser

15 via telephone; and

16 coupling said first voice connection with said second voice

17 connection, whereby a voice conversation between said

18 user and said advertiser ensues.

19 [wherein said system is the receiver of said first connection,  
20 and wherein said system performs said initiating and said coupling.]

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2 9.(Amended) A method for providing an enhanced computer based  
3 advertising system, wherein said method comprises the steps of:  
4 an advertiser placing an advertisement;  
5 storing said advertisement;  
6 publishing said advertisement;  
7 receiving a first voice connection from a user via telephone  
8 in response to said advertisement;  
9 initiating a second voice connection with the advertiser via  
10 the Internet; and  
11 coupling said first voice connection with said second voice  
12 connection, whereby a voice conversation between said  
13 user and said advertiser ensues.  
14 [wherein a computer is the receiver of said first connection, and  
15 wherein said computer performs said initiating and said coupling.]

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1 41. (Amended) An apparatus for an enhanced computer based advertising  
2 system, wherein said apparatus comprises:

3 means for an advertiser to place an advertisement;

4 means for said advertiser to indicate at least one of a  
5 plurality of contact numbers;

6 a digital storage means to store said advertisement and said  
7 contact numbers;

8 a publishing means;

9 means for a user to access said system [by initiating a  
10 telephone call]; and

11 means for said system to initiate a sequence intended to  
12 connect said user with said advertiser;

13 wherein said plurality of contact numbers is associated with said  
14 advertisement;

15 wherein said publishing means outputs said advertisement for  
16 publication; and

17 wherein said system executes said sequence in a random or  
18 advertiser specified order, once or an iterative number of times,  
19 indefinitely or over a predetermined interval, unless canceled or  
20 until said advertiser is connected with said user, and wherein at  
21 least one of said connections with said contact numbers is made via

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the Internet.--

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